



## CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons, Fran Fulton or Eleanor B. Jones at 310-618-5880.

Agendas are posted on the City of Torrance web site at [www.TorranceCA.Gov](http://www.TorranceCA.Gov).

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting [28CFR 35.102-104 ADA Title II].

### HOURS OF OPERATION

**Monday through Friday from  
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate  
Fridays.**

# CITY OF TORRANCE CENTENNIAL COMMITTEES

## FULL COMMITTEE

**SUBCOMMITTEES:** • Events • Finance • Fundraising  
• Marketing • Media/PR/Outreach

## TORRANCE CHAMBER OF COMMERCE

**3400 TORRANCE BOULEVARD  
TORRANCE, CALIFORNIA 90503**

**Monday, September 26, 2011  
7:00 p.m.**

## A G E N D A

### 1. CALL TO ORDER

### 2. ROLL CALL

### 3. FLAG SALUTE

### 4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

### 5. INTRODUCTIONS

### 6. CHAIR'S REMARKS

### 7. FULL COMMITTEE WORK

#### A. Discussion

1. Distribution of email blast to Lights, Camera, Action participants
2. Article in Torrance Magazine

#### B. Approval

1. Minutes 9/12/11
2. Price of the sale of bricks

### 8. ORALS

- A. Comments from Committee Members
- B. Announcements / Updates

### 9. SUB-COMMITTEE WORK

#### A. Events

1. Approval
  - a. Minutes of 9/12/11, 9/19/11
  - b. Event(s)
2. Discussion
  - a. Lights, Camera, Action
    - i. Sign Quotes
    - ii. Task List
    - iii. Easy Ups / Tables; Chairs-Number Available, Number Needed

- iv. Walkie Talkies
    - v. Parking
    - vi. CERT / TARA / ADT
  - b. Other Events
    - i. Budget for each one
- B. Finance
  - 1. Budget review
  - 2. Merchandise
- C. Fundraising
  - 1. Discussion
    - a. Sponsors Update
    - b. Bricks
      - i. Form
      - ii. Website
      - iii. Marketing Plan
  - 2. Meet with Media / PR / Outreach Subcommittee
- D. Marketing
  - 1. Discussion
    - a. Action items identified from Executive Committee
    - b. Status on Centennial games
    - c. New business for next meeting
- E. Media / PR / Outreach
  - 1. Email
    - a. Lights, Camera, Action, distributed to participants
    - b. Lights, Camera, Action – future emails
    - c. Torrance Magazine
    - d. Blast to Chamber members
  - 2. Press Release
    - a. Daily Breeze
    - b. Schools
    - c. Those conducting Centennial events
    - d. Request of information for Brick Sale

## **10. ADJOURNMENT**

- A. Next meetings:
  - Monday, October 10, 2011, Executive Committee at 5:00 p.m.
  - Monday, October 10, 2011, Full & Sub-Committees at 7:00 p.m.
  - Monday, October 24, 2011, Executive Committee at 5:00 p.m.
  - Monday, October 24, 2011, Full & Sub-Committees at 7:00 p.m.